

WHAT IS CLAIMED IS:

1. A toothbrush assembly, comprising:
 - a head connected to one end of a neck, said head having a plurality of bristles extending outwardly therefrom, another end of said neck having a push button integrally connected to a spring arm extending outwardly from said neck; and
 - a toy-shaped handle having an aperture, the push button and spring arm removably connecting to the aperture to connect said neck to said toy-shaped handle.
2. A toothbrush assembly as recited in claim 1, wherein the push button is located at and extends outwardly from a tip of the spring arm.
- 10 3. A toothbrush assembly as recited in claim 1, wherein said toy-shaped handle is in the shape of a rocket ship.
4. A toothbrush assembly as recited in claim 3, wherein said rocket ship-shaped handle has a plurality of fins extending from a bottom portion thereof which simulate rocket ship fins and act as support feet for holding the toothbrush assembly in an upright position.
- 15 5. A toothbrush assembly as recited in claim 1, wherein said handle includes a socket communicating with the aperture, and another end of said neck includes an insert extending outwardly therefrom, the insert having the same size and shape as the socket for receipt within the socket.
6. A toothbrush assembly as recited in claim 5, wherein the insert is U-shaped and includes a recess to permit flexing and prevent over-flexing of the spring arm.

7. A toothbrush assembly as recited in claim 6, wherein the spring arm is located at the top of the U-shaped insert.

8. A toothbrush assembly as recited in claim 6, wherein the U-shaped insert, the spring arm, and the push button are integrally formed with said neck and are made of a rigid material.

9. A toothbrush assembly as recited in claim 1, wherein the push button extends through and remains in the aperture due to a spring force provided by the spring arm.

10. A toothbrush assembly as recited in claim 1, wherein said handle includes a recessed portion through which the aperture extends.

10 11. A toothbrush assembly as recited in claim 1, wherein when said handle and said neck are connected together, the push button moves outwardly through the aperture to couple said handle to said neck.

12. A toothbrush assembly as recited in claim 1, wherein said neck may be removed from said handle by moving push button inwardly through the aperture, and pulling 15 said neck away from said handle.

13. A toothbrush assembly as recited in claim 1, wherein the push button may be manipulated by one of a thumb or a finger.

14. A toothbrush assembly, comprising:

a head connected to a neck, said head having a plurality of bristles extending outwardly therefrom;

5 a handle connected to said neck, said handle having a compartment provided therein; and

a figurine being provided and held stationary in the compartment.

15. A toothbrush assembly as recited in claim 14, wherein said handle comprises two sections which may be connected and disconnected whereby said figurine may be removed and replaced in the compartment.

10 16. A toothbrush assembly as recited in claim 14, wherein said handle is in the shape of a rocket ship.

17. A toothbrush assembly as recited in claim 16, wherein said rocket ship-shaped handle has a plurality of fins extending from a bottom portion thereof which simulate rocket ship fins and act as support feet for holding the toothbrush assembly in an upright position.

15 18. A toothbrush assembly as recited in claim 14, wherein said handle is in the shape of a display case.

19. A toothbrush assembly as recited in claim 15, wherein the first section of said handle includes a detent integrally connected to a spring arm extending outwardly from the first section, and the second section includes a recess slot for receiving the detent and
20 connecting the first and second sections together.

20. A toothbrush assembly as recited in claim 19, wherein the detent has the same size and shape as the recess slot.

21. A toothbrush assembly as recited in claim 19, wherein the detent extends into the recess slot and remains in the recess slot due to a spring force provided by the spring arm.

5 22. A toothbrush assembly as recited in claim 14, wherein a portion of said handle is transparent to make at least a portion of said figurine visible within the compartment of said handle.

23. A toothbrush assembly as recited in claim 15, wherein the two sections are transparent to make said figurine visible within the compartment of said handle.

10 24. A toothbrush assembly as recited in claim 14, wherein said handle further comprises an indicia band.

25. A toothbrush assembly as recited in claim 14, wherein said neck removable connects with said handle.

15 26. A toothbrush assembly as recited in claim 14, wherein said neck integrally connects with said handle.

27. A toothbrush assembly as recited in claim 14, wherein said handle further includes at least one rib extending into the compartment for retaining said figurine stationary

in the compartment.

28. A toothbrush assembly as recited in claim 27, wherein portions of said handle contact said figurine to further retain said figurine stationary in the compartment.

29. A toothbrush assembly as recited in claim 14, wherein said handle further
5 includes four vertical ribs extending into the compartment for retaining said figurine stationary in the compartment.

30. A toothbrush assembly as recited in claim 29, wherein portions of said handle contact said figurine to further retain said figurine stationary in the compartment.